

Direct Media

Direct Media is a highly targeted, highly measurable approach. Direct Media is fuelled by the insights generated from over 1.5M million Clubcard customers allowing you to send relevant incentives, rewards and personalised messages that are fine tuned to a specific customer's needs and behaviour.



Send relevant incentives, rewards and personalised messages that are fine-tuned to a specific customers circumstances.

> Email



Target specific customers and prospective shoppers

Provide an incentive to purchase and accurately measure their response with Email. Create personalised comms that drive awareness and trial of your products by sending a direct message to your New World shopper.

Use
Retention,
Lapsed &
Acquisition
objectives
with eDM



Special offer of 5 bonus Flybuys with Bean Supreme and Lisa's!



Build the ultimate summer burger!



Guess what kiwis? Bean Supreme and Lisa's have come together to create the ultimate summer burger recipe just for you.

Featuring the NEW mouth-watering Bean Supreme Veggie-Good Supreme burger pattie and the BIG flavour combination of Lisa's NEW 2 in 1 Dill Pickle & Sweet 'n Smokey BBQ Hummus. The flavour combo is unmatched!

[Check out the recipe →](#)

> Direct Mail

Send highly measurable marketing directly into your target audience's home

Our Direct Mail channel creates a physical and personalised connection with the New World customer by using Clubcard transactional data and bespoke targeting ensures every mailing is aligned to your Brand's preferences and campaign objectives, allowing for a 1-1 communication with your most relevant customers, at home.



Create personalised connections with your customers



> Key Benefits of Direct Media

- Create a personal connection with loyal customers by engaging, inspiring, and rewarding them.
- Get your Brand into the home of your target audience where they have time to engage with your content.
- Utilise the tactile value of Direct Mail to generate an emotional response and aid ad recall.
- Incentivise customers to trial your product by sending them samples or by putting great value offers into their pockets before they begin their shop.